

# FLEISHER

## ANIMATED

## NEWS

VOL. I NO. 1

DEC. 1934.



Ben Solomon of our Inbetween Department suggested the Studio News, which you are now reading.

Whether or not it is a good idea and whether this first issue will be the last is entirely up to the members of our organization.

Personally, I am in favor of any idea or plan which has a tendency to create good spirit and fellowship among workers and solely for that reason I am interested in the introduction of the Studio News, which has my best wishes for success.

The Studio News will be circulated among our employees without cost to the reader, but this first issue is being sold at ten cents per copy with the understanding that the full amount collected will be turned over to one of our employees who is very ill and in real need of assistance.

I believe that the launching of the Studio News is a most fitting time to come to the assistance of one of our members and so firmly do I believe this that I incorporate my welcome to the Studio News together with a real effort to help someone among us who is in need.

Our organization will go a step further and will donate to the needy employee in question a sum of money equal to the amount collected by the sale of the first issue of the Studio News.

Let me remind you that the Studio News will be circulated without charge after this first issue and that the cooperation of every person in our organization in furnishing interesting, helpful and desirable news will not only mean the success of this publication, but will also help us all in the interchange of ideas and help us to understand each other and each other's problems. And in addition, there are occurrences throughout our organization which bring smiles and happiness to a few who happen to be involved and I hope that this paper will help to spread these amusing and enjoyable events throughout the entire organization.

Many thanks to Ben Solomon for his welcome suggestion and with my best wishes for the success of the Studio News.

*Max Fleischer*

Hello Folks:

This is my first chance to speak to all of you, thanks to Ben Solomon whose idea it was to create this paper.

Heretofore, I have made rounds through all the departments, but never before could I have a little friendly chat with each one of you.

I certainly endorse the idea and hope the interest and ambition to continue this paper prevails, especially with the idea of helping those who are in need of assistance.

It will also give you a chance to voice your opinions and suggestions. Something I have always hoped for.

Taking this opportunity to greet you and wish you success and happiness, I remain,

Sincerely yours,

Dave Fleischer

## FLEISCHER STUDIOS NEWS

BETTY BOOP wins another court victory. First BETTY BOOP had a wrangle with Helen Kane. It seems that Helen accused BETTY of stealing her stuff but the Judge decided that Helen has nothing on BETTY BOOP.

That was victory number one for Betty. Later on, some manufacturers thought it would be a good idea to make BETTY BOOP dolls without asking permission.

They were hailed to court and the manufacturers were prevented from going ahead.

Victory number two for BETTY.

The manufacturers took their case to the Court of Appeals and this court last Monday said in legal terms, "Lay off!"

It is important news because the courts are definitely deciding that BETTY BOOP can not be copied. This means that Fleischer Studios has the only feminine cartoon star in the world.

\* \* \* \* \*

The Christmas dinner this year will be the largest in the history of the organization. Our family now boasts of approximately 165 members. If the affair is anything at all like the last one, there will be plenty of fun and enjoyment, not to mention eats.

\* \* \* \* \*

We counted at least six swollen and blistered thumbs last week.

These thumbs belong to members of the Bowling Club. One of the worst thumbs belonged to the Big Boss himself, but we hope it does not interfere with his signing the payroll.

At any rate, if you know anything about bowling and think you stand a chance when the team meets on Tuesday nights, let's know who you are and maybe they'll give you a chance to show them up.

\* \* \* \* \*

The company is very much pleased with the orderly and rapid manner in which the fire drills are conducted. The record so far is almost unbelievable. Every employee was off the floor in less than 56 seconds without rush or hurry and the company hereby expresses its pleasure and thankfulness to every member for their cooperation in helping to make the fire drill so successful.

\* \* \* \* \*

Don't hesitate to make a memorandum of any interesting, humorous or instructive thoughts that you may have. Turn them over to the editor of this paper. He will appreciate your contribution.

\* \* \* \* \*

Some time in the future when Louis Fleischer of the Music Department finds nothing to do, he will make another attempt to organize a studio orchestra. He tried it once before, and it would have been very successful except for the fact that it was lousy, so in the meantime if you can play any instrument except the phonograph, tell the manager of your department about it and he will send your name and your accomplishments to the Music Department.

\* \* \* \* \*

This company is trying to create the best working conditions for its members, but please have patience if you are not as comfortable as you should be, for there are many problems, some of which involve the throwing down of entire walls, etc.

\* \* \* \* \*

From time to time this paper will print under the heading "WHO'S WHO AND WHY" the biography of members of our organization and interesting highlights of their association with the company. Look for this feature.

\* \* \* \* \*

November 24, 1934 marked the debut of BETTY BOOP in the Saturday's New York Evening Journal in full colors.

On this date KO KO also made his first appearance in the comic strips.

BETTY BOOP and KO KO each have an entire page in the new sixteen sheet tabloid of the Journal. These strips will be syndicated throughout the entire world.

The launching of this event was broadcast over two stations of the A. B. S. network by the Hearst organization. One broadcast took place in the afternoon, the other in the evening of the same day. This means added popularity for our cartoon stars and also means increased activity of our studios.

\* \* \* \* \*

### THINGS YOU MAY NOT KNOW ABOUT THE FLEISCHER STUDIOS

It is the oldest cartoon organization in the motion picture business.

Approximately 90% of all the patents used in the manufacture of cartoons are owned by the Fleischer Studios.

The Fleischer Studios experimented with sound on film in cooperation with Dr. Lee de Forrest 6 years before it was adopted by the industry.

This company also experimented with color films 12 years ago when color processes were impractical.

In 1930, the Fleischer Studios gave its employees a bonus of ten thousand dollars. Those were the good old days and let's hope they come back again.

The newest revolutionary step in the making of cartoons is the stereoscopic or third dimensional effect. This is another Fleischer Studios invention solely owned by them. More will be said about this in a later issue.

The constant growth of the Fleischer Studios has made it necessary to add part of the 8th floor to its present space.

There are about 300 animators in the cartoon industry. 75% of this talent was trained by the Fleischer Studios.

There has been only one death during the history of the Fleischer Studios. There have been over 15 marriages in the organization of members who met here for the first time.

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# Tintypes —



MAX FLEISCHER

Was born in Austria. He doesn't know how old he is, because he can't remember when he was born.

At the early age of four years, he decided to bring his parents to the "LAND OF FREEDOM", namely the United States.

He was educated in public schools of New York - studied art at The Art Students League, Cooper Institute and New York Evening High School. Also took private instructions.

He began his career as an errand boy in the Art Department of the Brooklyn Daily Eagle and later became Cartoonist of that paper.

Being mechanically inclined he took up mechanical drawing at the Mechanics and Tradesman High School in New York. He was connected with engraving companies and later became Art Editor of the "Popular Science Monthly".

Through his ingenious mind we won the World War. (Anyway, he helped). Engaged by the General Staff of the United States Army at Fort Sill, Oklahoma, he produced technical military motion pictures by which means the troops were trained with amazing rapidity in the use of firearms and light artillery.

His work for the government was so successful that his reputation in the motion picture field spread rapidly and after the War, he produced a cartoon series in combination with actual photography by a process, invented and patented by him.

After that there was no holding him. His brain worked so fast that it wasn't long before he had some ten or twelve patents relating to cartoon art and its productive mechanisms, credited to him.

In cooperation with the Museum of Natural History, he produced a picture titled "EVOLUTION", which caused considerable comment throughout the world.

Later, in cooperation with Professor Garrett P. Serviss of the New York Evening Journal, he produced a film on "EINSTEIN'S THEORY OF RELATIVITY" on which one newspaper reviewer said that Max was "either a man of super-intelligence or just plain crazy".

If you remember, when Einstein announced his "Theory of Relativity" it was said that only seven men in the entire world understood it, but Max went Einstein one better. When he got his picture finished there was only one man in the world who understood it, and that was Max himself.

There are other productions credited to him, too numerous to list, but there is one series we must mention as being outstanding and that is his "OUT OF THE INKWELL".

From the "INKWELL" we jump into the present time where we find Max, president and "big boss" of the Fleischer Studios, Inc.

And when we say BIG we not only mean his belly, but his heart too.

He is kind and considerate, with always time to listen to the personal problems of his employees, and offer his advice which is always sincere and beneficial.

Loves hot dogs and chocolate eclairs.

Always grubs cigarettes from his secretary.

His favorite sport is bowling (and he thinks he's good.)

His favorite color is red. (Must be the Spanish in him).

All in all he's a swell guy, and we all think the world of him - fat belly and all.

As Max (and we all call him Max) walks through the studios from one department to another greeting the boys and girls of our organization, his democratic and unassuming manner makes it hard to believe that he is a figure of international fame - a real celebrity.

# Tintypes



DAVE FLEISCHER

Dave Fleischer is the youngest of six children. After he was born his parents decided to quit.

Soon after birth, Dave received public recognition as the most beautiful baby in Brooklyn. He quickly out-grew this handicap.

During boyhood he divided his time between Amateur Nights in the local theater and school. He filled his school books with caricatures and the theater with customers. His teachers gave him a diploma when he handed over the sketches, and the theater gave him "walking papers" when he tried out a new act.

Equipped with a sense of humor and optimism Dave joined a theatrical company. The company went broke and Dave went to work.

Associating himself with his brother Max in developing the "Inkwell Comedies", Dave played the part of the Clown. From the role of Clown he rapidly advanced to the Clown's director.

During the World War Dave enlisted and was stationed in Washington, D. C. While he was in the Nation's Capital women were given the right to vote, the Armistice was signed and the Country was swept by a wave of prosperity.

Retiring from public life he seriously returned to comedy. Under his direction Betty Boop has advanced from a hard-working "extra" to stardom while Popeye The Sailor has packed the theatres and saved the country from the "Big Bad Wolf".

Dave's philosophy is to look at life from the proper viewpoint. Consequently, he stands on his head to write a scenario and walks around on his hands.

His personal characteristics are a penchant for honesty, a scrawly handwriting and dislike of details. His hobbies are bowling, fishing, chocolate ice-cream, and striped shirts.

# DOWN THE STUDIO LANE

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What inbetweener (he's a Lieutenant in Uncle Sam's Army) goes the length of his department asking for pencil stubs? He plays bridge - he sez - we know he has a pair of dark glasses and a good corner on Broadway - so there ... Ask Izzy to do the Hula dance - he's a riot ... Sydel Solomon is carrying the torch for one of our inbetweeners - he's indifferent... Edith Vernick was seen necking a silver fox - what's the matter - aren't the guys in the studio good enough? ... Mary Jones (Mrs. Funk to you) looks great after her trip down the aisle .. Jake Ozarkowitz recently crashed society with a new outer covering ... Get a load of that slave bracelet Tex Hastings sports ... Marion Halse and James McCabe are wrapped up in each other ... Marilyn Werner and Tex Hastings are "Love-in-blooming" ... Norma Fain, the studio announcer, presented Willard Bowsky with a swell picture of herself inscribed: "To my great big wonderful strong he-man" - Are ye listenin' Tennessee? ... Who's the much discussed advertising man in the men's room? I don't know, I'm only asking ... Orestes Calpini's been escorting Margie Altura places ... This column is forecasting some swell entertainment for our party on the 21st of this month - Prepare for plenty of surprises ... Bert Platt longs to "Uhuh" to our Inking Department head... Didja see the "Ode to the Inbetweeners" inbetween these covers? Some talent, eh? She makes 'em up just like that ... Max and Dave will soon shake the dust of New York for some of Florida's sand. Willard Bowsky left last week for a trip to Bermuda - expect him back in time to act as Master of Ceremonies at the Christmas Party ... Best Wishes to Tom Johnson and Marianna - Ed Nolan and Mary - Frank Endres - Jack Willis - Jimmy Clabby and their respective lassies - Yup, it's mating season... What opaquer constantly finds mysterious and annoying mash notes on his desk? ... Get a glimpse of Nelly Sanborn in her new wardrobe addition - it's a brown sealskin coat and goes swell with her new blonde tresses ... Contrary to reports, affairs twixt Margie Altura and Ted Vosk are just platonic ... Did you know that Popeye cartoons are actually more popular than Mickey Mouse cartoons? The proof is in a consensus of theatre owners all over the U. S. A.

An open letter from a good sport - "Sticks and stones will break my bones, but names will never harm me - A Merry Xmas to the guy writing my name and things on the walls - Izzy". There's a swell guy for you.

Edith Vernick and Vera Coleman are preparing for some Florida tan ... Ask Kitty Pfister about the Fleischer Convenience Club - it's a good idea and deserves your support ... What popular studio red-head is taking warbling lessons on the sly? ... Fleischer Studios boast a half a dozen different Walter Winchells - almost one in every department ... What inker is "head-over-heels" about what opaquer? ... Thanks to Tex Hastings and John Stanley for the swell caricatures of Dave and Max and to Marilyn (Call her "Blondie") Werner for her splendid help in getting this issue of the ANIMATED NEWS to you.

MOMENTARY INTERVIEWS

SAM BUCHWALD - Keep it clean.

IZZY SPARBER - Fleischer cartoons are the best in the business - I'm not trying to appear egotistical, because 50,000,000 people can't be wrong.

GEORGE GERMANETTI - With the Xmas dinner coming - of course Fleischer pictures are the best.

SEYMOUR KNEITEL - I Yam What I Yam and 'at's all What I Yam (With Apologies to our bread-winner - Popeye).

WILLARD BOWSKY - I'm not talkin', see - ya got nothin' on me. See my mouthpiece. (O'kay Cupid).

EDITH VERNICK - Always a donator, never a bride. What's the matter with the fellows anyway?

FRANK PAIKER - Sorry girls - I'm married and have a daughter - so stop wiggling your eyes at me. (Line forms to the right).

AARON KRAWITZ - So what! (Hm ~ nice guy)

MYRON WALLMAN - See Herman (Winchell) Cohen for all information.

BILL TURNER - I gotta be diplomatic.

LILLIAN FRIEDMAN - Er - er - it was a bad week - no write-ups - tsk, tsk.

JEFF PRICE - I don't wanna say nothin'.

VERA COLEMAN - What - no weddings today?

ABNER KNEITEL - Not now - I'm going swimming.

NICK TAFURI - If you keep your mouth shut, no flies will get in.

MARGIE ALTURA - Come up and see my art gallery sometime.

MARILYNN WERNER - Yeah - I know.

JACK MERCER - Catch my act at the dinner - I'm on next.

KITTY PFISTER - The Fleischer Convenience Club will not and shall not fail. JOIN NOW.

HARRY RITTERBAND - Hello Mee.

TOM MOORE - I want to be a mother.

BERT PLATT - What am I gonna do now?

SYDEL SOLOMON - Better late than never.

DAVE TENDLAR - All I have to say is "Yes" and then again "No".

ANTON LOEB+ What this country needs is a nickel to buy a 5 cent cigar.

JAY J. GOULD - It was a great fight - hello ma.

LOD ROSNER - It's the goosy berries.

LOUIS ABBOTT - I don't wanna be a quitter.

JAMES MIELE - Life to me is just one gag after another.

ORESTES CALPINI - When you have nothing to do - do it.

BILL STURM - Remember me?

We're at the end of the lane now - A Merry Christmas  
and a Happy New Year to you all.

AN ODE TO THE INBETWEENERS IN THEIR NEW QUARTERS

By Edith Vornick.

(To the tune of "The Flying Trapeze" 'cept last two lines)

Once we were happy, but now we're forelorn,  
They've snatched from us things, which for  
    years we have borne;  
We all got so used to the cave 'cross the hall  
And the whistling that came O'er the wall.

For now we're together and breathing fresh air  
I bet all youse guys miss the good old time lair,  
'Cause there if you coughed you'd get up and go  
    home,  
But now you won't cough and no more can you roam.

Oh - then you would rise and about leave your seats,  
And say to me - "Hey, I need exposure sheets!" -  
And then I would say "They're in some other place!" -  
So through the rooms youse guys I'd chase.

But that's all over - you're now filled with glee,  
'Cause who's watching over you - just fat little me.



HOW THE INBETWEENERS  
(CHORUS) WILL DRAW POP-EYE  
AFTER THE XMAS DINNER

COME TO OUR  
FULLY EQUIPPED-UP TO DATE  
MACHINE SHOP  
NO JOB TOO BIG-OR TOO SMALL  
- WE REPAIR -  
LADIES SHOES  
EAR-RINGS  
BRACELETS  
WRIST WATCHES  
MOTOR BOATS  
BROKEN HEARTS  
ALL KINDS OF THINGS  
REMOVED FROM EYES.  
- JOSEPH FLEISCHER -

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